



## Strategic Plan 2019/20

### Purpose/mission/vision

As a community radio station, will work to provide a quality FM signal transmitting information throughout our designated service area. We aim to support and develop local arts and music, whilst increasing community involvement in broadcasting.

We wish to promote harmony and diversity and contribute to an inclusive, cohesive and culturally-diverse Australian community. We will pursue the principles of democracy, access and equity, especially for people and issues not adequately represented in other media.

We will demonstrate independence in programming as well as in editorial and management decisions in order to enhance the diversity of programming choices available to the public and present programs that expand the variety of viewpoints broadcast in Australia.

### Values

Yarra Valley FM values an essence of fun where we as a group of people can recognise our similarities regardless of our diversities, through what unites us, being a passion for great community radio. We seek to be honest and open in our interactions and collaborations with each other and the wider community and aim to model what we wish to see in the global community, which is compassion and support for us all to reach our most full potential.

### Strategy

Objectives	Outcomes
<b>Strengthening governance</b>	<ul style="list-style-type: none"> <li>Formulate a 2 year interim Strategic Plan.</li> <li>Formulate a 5 year Financial Plan towards self sustainability by 2025.</li> <li>Publish Financial Statements &amp; interim Strategic Plans on our website.</li> <li>Committee to undertake Grass Roots Governance Training.</li> </ul>
<b>Financial sustainability</b>	<ul style="list-style-type: none"> <li>Increase non-grant based annual income from \$72,000 (2018/19) to \$82,000.</li> <li>Develop alternative income streams to accompany sponsorship revenue, with sponsorship accounting for less than 75% of our non-grant based income.</li> <li>Maintain resource base of \$20,000.</li> </ul>
<b>Environmental sustainability</b>	<ul style="list-style-type: none"> <li>Complete analysis of annual electricity use in KWh and dollars.</li> <li>Educate members on wise use of heating and air conditioning.</li> </ul>
<b>Building community</b>	<ul style="list-style-type: none"> <li>Run our first Subscriber Radiothon (instead of membership drive)</li> <li>Increase combined members and subscribers from 141 to 170.</li> <li>Provide a supportive environment to encourage greater inclusion in our presenter and member base of young people, women, people with indigenous and other culturally diverse backgrounds and people of all abilities and orientations, whilst not excluding people of more common demographics. All are welcome who share a love of community radio and we seek to help them find their place in it, either on air or behind the scenes to the extent of their preferences and abilities.</li> <li>Volunteer goal of 72, with 13 youth (under 26) and 26 women and people who wish not to identify with a specific gender.</li> </ul>